

ENVIRONMENTAL EDUCATION

FROM CRADLE TO GRAVE:

HOW TO REACH ALL AUDIENCES

45TH ANNUAL SHOW OF THE SOUTH



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Annual Recycling Report (APR)



• Private Industry Recycled	222,553
• Private Industry Diversion	37,281.6
• Government Recycled	5725.4
• Government Diversion	37,281.6
• Total for Rutherford County	307,727.8

***Allow businesses to report under code numbers so that their information remains private, yet recycling and waste diversion tonnages are still reported to TDEC.

Environmental Education for Children/Teens



Accommodate the Seven Different Learning Styles if Possible

- Visual Learner- Use images, pictures, color and media.
- Auditory Learner- Use sound, rhythm, and music.
- Verbal Learner- Use phrases and have the audience repeat the phrases.
- Physical (Kinesthetic) Learner- Use physical objects and items that can be touched or handled.
- Solitary (Intrapersonal) Learner- When possible, send home information for the learner that does best learning alone.
- Social (Interpersonal) Learner- Role playing and working in groups helps many learners to do better.
- Logical (Mathematical) Learner- Prefers using logic, reasoning, and systems; aims to understand the reasoning behind content and skills.

Environmental Education for Children/Teens



Bird's nest made
with my dog's hair.
Discuss the
importance of
habitats being
preserved

Environmental Education for Children/Teens



Environmental Education for Children/Teens



Collect tree cookies, seeds, seed pods, bark and small branches so that children can hold and touch. This especially appeals to kinesthetic learners. Connect this to recycling paper and cardboard.

Environmental Education for Children/Teens



Let kids hold and touch tree cookies and use magnifiers to look closely. They need to learn to love trees, and then talk about the importance of recycling paper and fiber products.

Environmental Education for Children/Teens



Environmental
guilt usually
works well with
children

Environmental Education for Children/Teens



Environmental Education for Children/Teens



Who remembers the simple game of dropping clothes pins into a glass jar? It's a way to start a conversation about which glass bottles can be recycled and reused.

At the Outdoor Classroom there is a baby pool filled with empty plastic containers that are used to teach about Plastics #1-#7. The kids water the Butterfly and Herb Garden with the containers.

Environmental Education for Children/Teens



Guess the number of bottle caps to win a prize! This is to teach that it is acceptable to leave the caps (#5) on plastic bottles (#1 or #2 usually) when recycling!

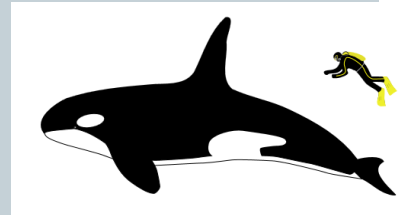
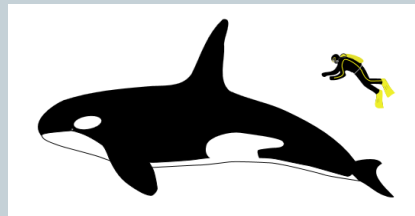
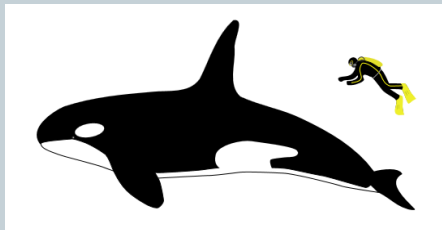
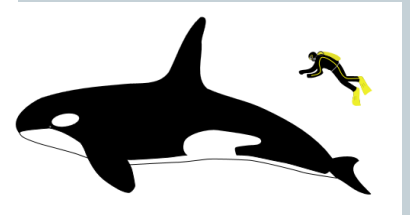
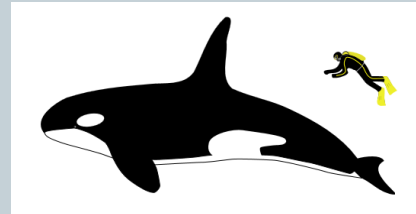
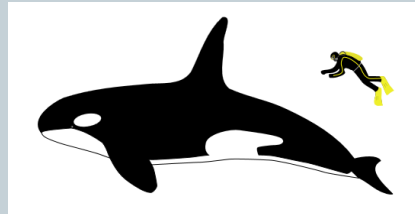
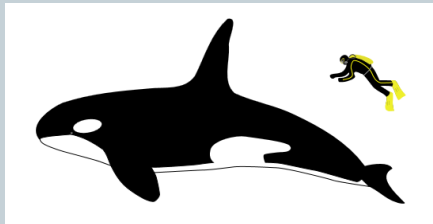
Environmental Education for Children/Teens



Trash in City and County Schools- Great Visual!

Between 26 – 30 TONS per day

are taken to the landfill (**28 tons of Trash = 6 - 7 Whales**)



Environmental Education for All



Rutherford County Environmental Education Outdoor Classroom-

Open during the summer
on Tuesday & Friday
during the Farmers'
Market, and also for tours:

Recycling
Composting
Gardening
Rain barrels
Herb gardening

Project Wet
Project Flying Wild
Project Wild

Environmental Education- Outdoor Classroom



Take advantage of
anything that
comes your way!

Environmental Education for Adults



- Explanations must be real
- Use factual data- Logical (Mathematical) Learner- Prefers using logic, reasoning and systems. Aims to understand the reasoning behind content and skills.
- Don't let presentation be politically polarizing.
- Over 20 states have some form of mandatory recycling.
- Some countries have some form of mandatory recycling.
- It is not political in other countries.

Environmental Education for Adults



The world's population didn't reach
1 billion until around 1830.

What is the world's population today?

Environmental Education for Adults



World Population
7,415,803,828

As of 1:10 p.m. on 4/15/16

Source: <http://www.worldometers.info/world-population/>

Environmental Education for Adults



And the U.S. population?

Environmental Education for Adults



U.S. Population

323,633,354

Where does the U.S. rank in the world?

As of 1:10 p.m. on 4/15/16

Source: <http://www.worldometers.info/world-population/>

Environmental Education for Adults



Where does the U.S. Rank?

- China 1,389,231,259
- India 1,258,945,911
- USA 323,633,354

Third largest nation in the world!

(Source: <http://www.worldometers.info/world-population/>)

Environmental Education for Adults



What percentage is the U.S. of
the world's population?

What percentage is the U.S. using of the
world's natural resources?

Environmental Education for Adults



Why so much growth in less than 200 years?

Does this affect our natural resources?

What about global warming/climate change?

Environmental Education for Adults



- Can still be fun.
- Play team building or natural resource depletion games with adults. Human knot or animal matching games.
- The adults that attend the Outdoor Classroom play games and actually love it.

Use Social Media

A screenshot of a Facebook page for "Rutherford County Environmental Education". The page features a cover photo of a park with a gazebo and a recycling logo. The page name is "Rutherford County Environmental Education" with a subtitle "Environmental Conservation · Recycling & Waste Management · Education". The page has 156 likes and 52 post reach this week. A recent post by Melinda Mimi Davis Keisling is visible, dated April 12 at 12:12pm. The page is viewed on a desktop browser with a taskbar at the bottom showing various applications and the system clock at 12:52 PM on 4/18/2016.

https://www.facebook.com/Rutherford-County-Environmental-Education-151292535570016/

Rutherford County Environmental Education

Page Messages Notifications Insights Publishing Tools Settings Help

Rutherford County Environmental Education
Environmental Conservation · Recycling & Waste Management · Education

Call Now Liked Message

Timeline About Photos Reviews More

Search for posts on this Page

156 likes 0 this week
Leslie Russell Yost and 105 other friends

52 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

Invite friends to like this Page

Status Photo / Video Offer, Event +

Rutherford County Environmental Education shared Huskymika's photo.
Published by Melinda Mimi Davis Keisling [?] · April 12 at 12:12pm ·

Isn't this a great idea to help our feathered friends when built

Chat (21)

Recent
2016
2015

125%
12:52 PM
4/18/2016

Look for All Opportunities



- WGNS- Monthly talk show with 30,000 listeners per hour; use local radio to your advantage!
- County Jail- They are, after all, a captive audience!
- Local Clubs- Ask to speak at Kiwanis, Rotary, Lion's Clubs, Garden Clubs and local church groups that are in the area.

In the words of Oliver Davis, “It’s just wrong to waste things.”



Give a Global Perspective



- **howtogermany.com** (Germany has over 80 million citizens, but only produces 30 million tons of trash annually)
- **factsanddetails.com** (Japan is made up of 6,852 islands)

Stop the Splat- How Rutherford County Handles Paint



- <https://www.youtube.com/watch?v=5RollfpsCxA>